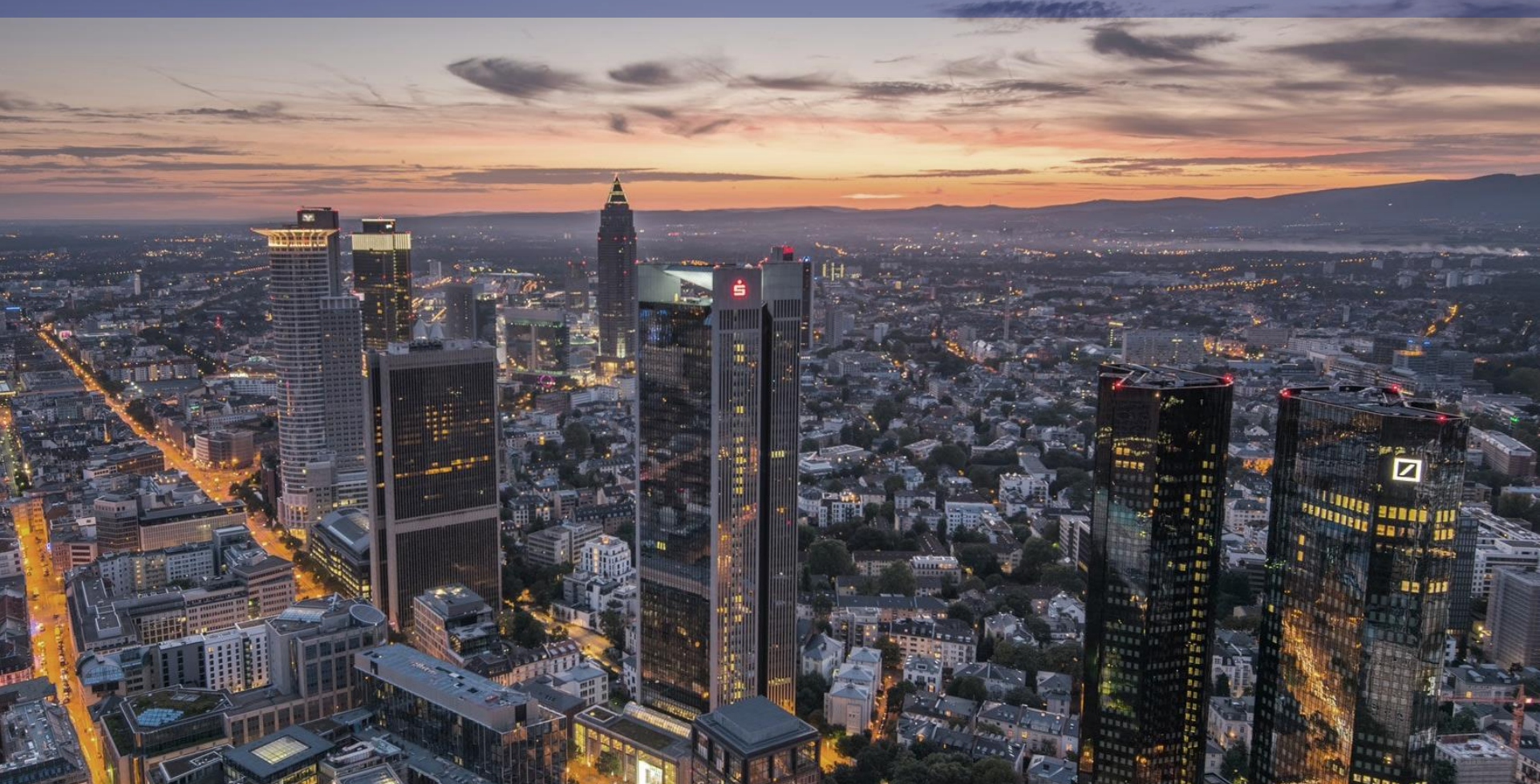


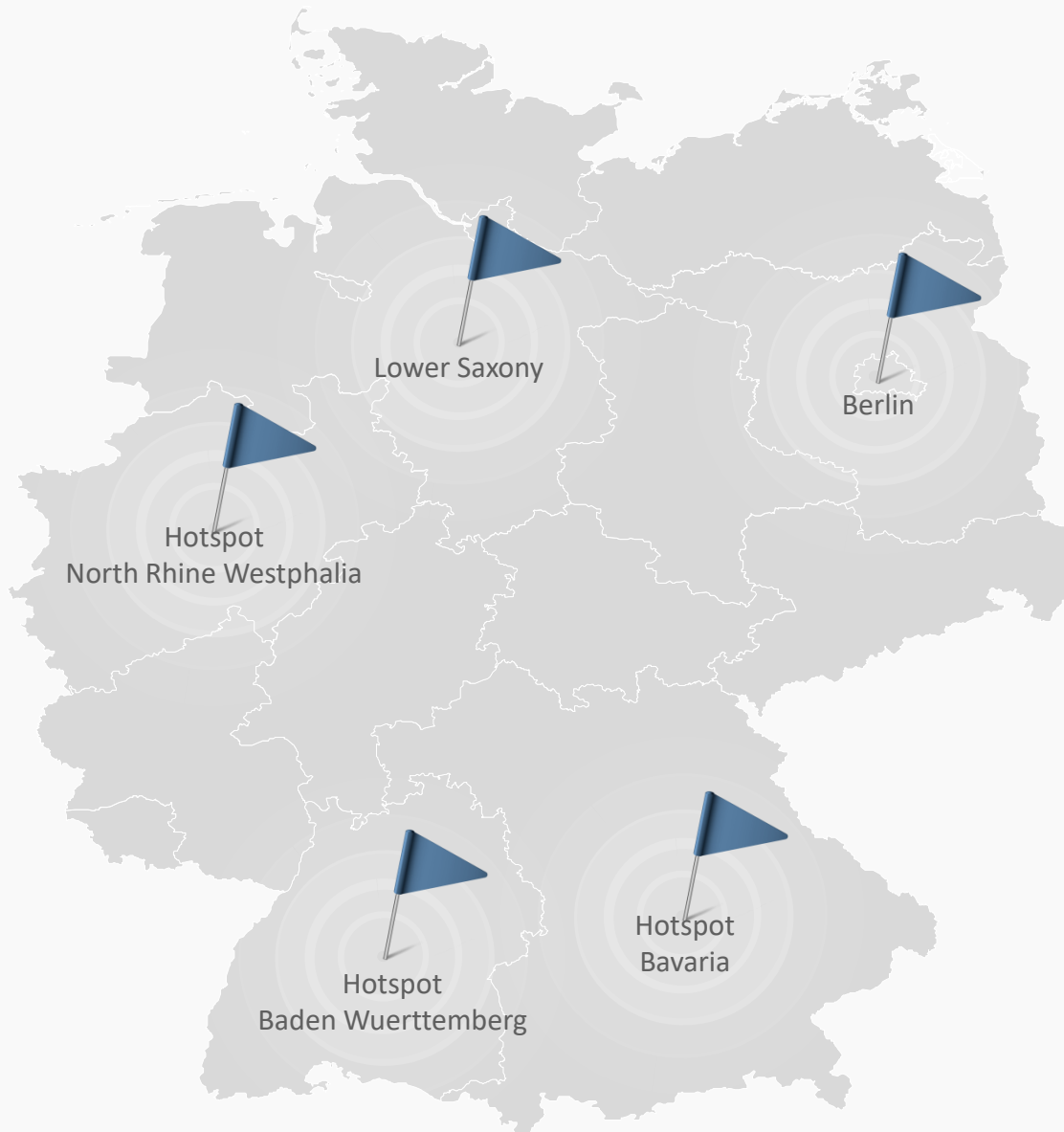
# Exporting to Germany during the Coronavirus Outbreak



- 1. Current Coronavirus Situation in Germany**
- 2. Why Germany is the country to do Trade with right now!**
- 3. Conducting Export Services during the Coronavirus Outbreak**
- 4. Q&A**

# Current Coronavirus Situation in Germany

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## The Situation in Germany

- ✓ Active Cases: 11,503
- ✓ Recovered People: 155,700
- ✓ Reproduction Rate: 0.82
- ✓ Deaths: 8,007
- ✓ Total cases: 175,210

Source: RKI Germany

## The Situation

- Different developments in European countries
- In General: Measures to reopen businesses in many countries
- Germany, Austria and Switzerland have reopened businesses

## Example Germany/Austria/Switzerland: The road to recovery

- Most of large manufacturers are back in business
- Beginning in June, most of the economy will be fully back in business

## Consequences for the businesses

- Travel restrictions still throughout Europe
- National and International flights are very limited
- Trade shows and Events postponed until August and will start highly regulated
- Broad acceptance of virtual meetings and e-communication



# Why Germany is the country to do Trade with right now!

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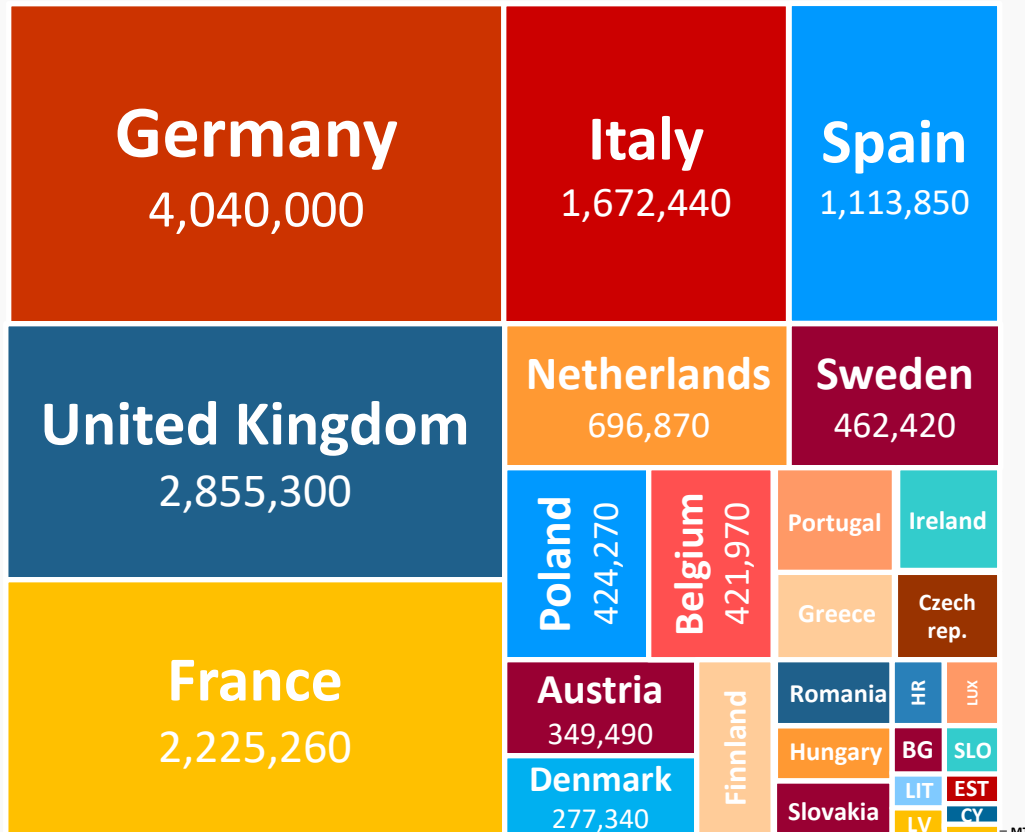


**Germany is the economic backbone of Europe and one of the world's most powerful economies:**

- Population: 83.8 million
- The German economy is the world's fourth largest and accounts for more than one-fifth of European Union's (EU) GDP:
  - GDP (nom.): US\$ 4,040 trillion
  - GDP per capital: US\$ 47,501.80
- Unemployment rate: 5,8% (plus 0.7% compared to 04/2019)
- The decline in economic growth due to COVID-19 is currently 2.2% (compared to France (5.8%); UK (2.5%), Italy (4.7%))
- In the EU, Germany has the highest GDP, the largest population, and the highest purchasing power

# Why Germany is the country to do Trade with right now!

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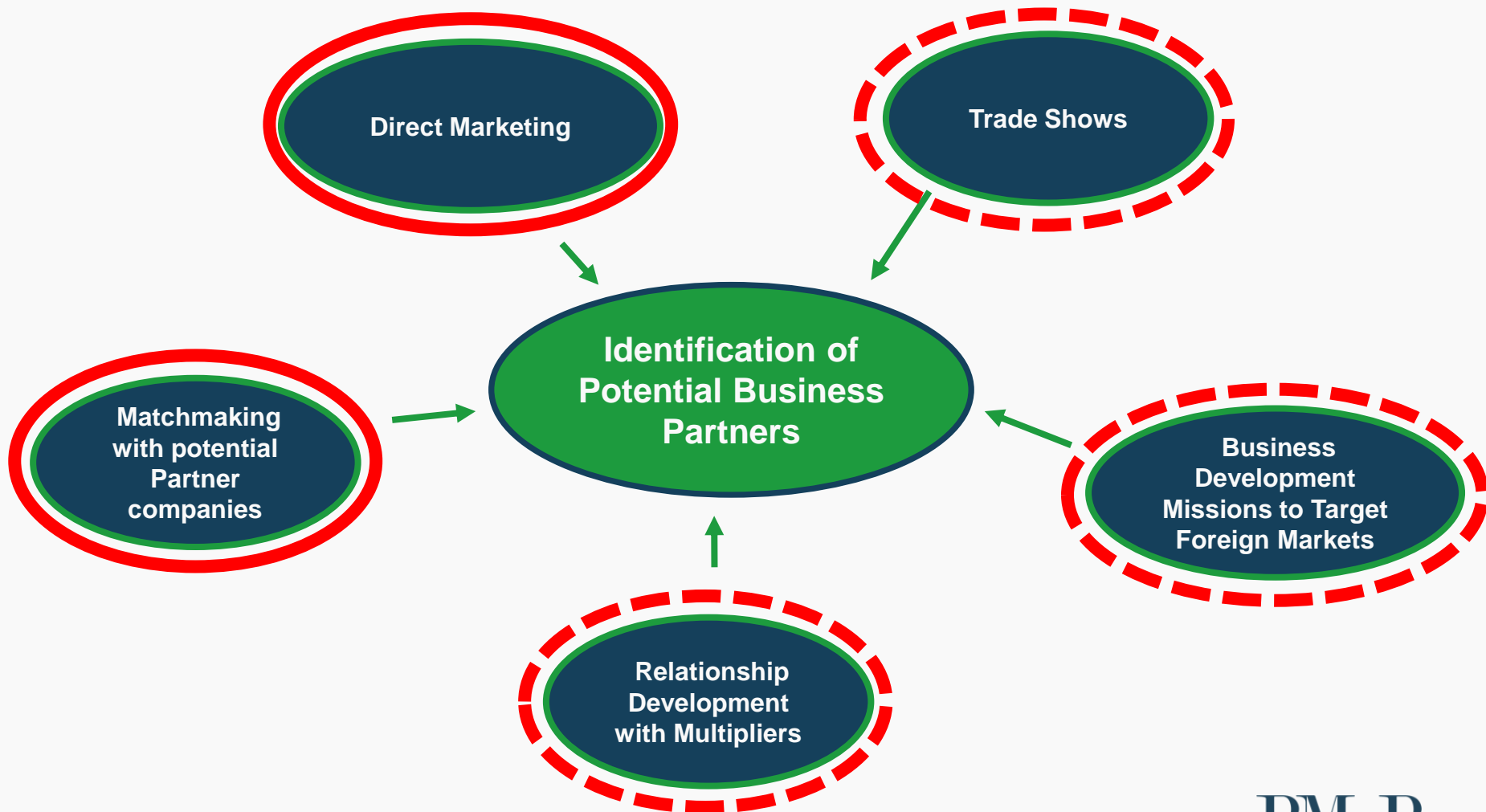


GDP of European countries, 2019 (million USD); Source: Destatis

The European Single Market refers to the EU as one territory without any internal borders or other regulatory obstacles to the free movement of goods and services.

- EU population (2019): 510.06 million.
- 27 member countries (without UK) have a nominal GDP of US\$ 19.1 trillion.
- EU members Germany, France, (UK) and Italy among the ten largest economies in the world with Germany as Europe's power house.
- Impact of Brexit is not yet predictable – Transition phase towards Dec 2020.

# Export activities during the Coronavirus Pandemic <sup>7</sup>



# **Export activities during the Coronavirus Pandemic<sup>8</sup>**

- 1. Utilize virtual communication**
- 2. Provide comprehensive support online**
- 3. New marketing approaches**
- 4. Evaluate new markets through market studies**
- 5. Prepare entry of new targeted markets**
- 6. Virtual trade shows**
- 7. Virtual foreign B2B development missions**
- 8. Identify critical weaknesses in supply chain**
- 9. Adapt portfolio to meet current needs**
- 10. Proactively seek out (new) opportunities**



# Exporting to Germany during the Coronavirus Outbreak

An aerial photograph of a city skyline at dusk. The sky is a mix of orange, yellow, and blue. The city is illuminated with lights from buildings and streets. The text "Q & A" is overlaid in the center of the image in a large, white, sans-serif font.

## Q & A